



The Creative Entrepreneurs Programme

Empower your Alumni to Succeed

Empower **your alumni** to start their entrepreneurial journey by funding a place in the UK's **premier** incubator for start-ups in the performing and creative arts.



About the Course

90% of all businesses supported by the programme are now profit making.

Creative Entrepreneurs is the UK's incubator dedicated to establishing businesses in the performing arts, giving creatives the opportunity to learn essential skills for building businesses in the cultural industry.

The programme is the only course in the UK for entrepreneurs in the cultural sector, which is delivered by entrepreneurs from creative backgrounds.

Creative Entrepreneurs was designed to address the clear need for entrepreneurialism in the arts:

- With public funding for the arts being systematically reduced, there is a significant need for those in the creative arts to seek new income streams and develop diverse business models.
- In the year to April 2019, small to medium size enterprises contributed £1.9 trillion to the UK economy¹ - there is significant opportunities for those with the skills and knowledge to succeed

Furthermore, whilst the COVID-19 situation has led to a significantly challenging environment for businesses globally, the crisis has created opportunities for businesses to become more innovative. According to research from Oxford Economics, the creative sector will be hit twice as hard as the wider economy in 2020, which could lead to the loss of 406,000 jobs in the sector². With your students entering the most challenging job market in decades, this is your chance to help them succeed in the sector, by combining their creativity and entrepreneurial spirit to create their own solutions.

At a time when traditional models of business and work are being challenged, Creative Entrepreneurs will give your alumni the tools to launch or grow their own business successfully.

¹ <https://wcapital.co.uk/the-importance-of-entrepreneurship-to-the-uk-economy/>

² <https://www.creativeindustriesfederation.com/news/press-release-cultural-catastrophe-over-400000-creative-jobs-could-be-lost-projected-economic>

We know that many of those entering the world of entrepreneurship from a creative background have never had the training required for business management. Creative Entrepreneurs is here to provide your alumni with that training, and to guide them to launch or grow their businesses.

Creative Entrepreneurs will provide alumni with expert training, through a one week residential, and ongoing 1:1 support and mentoring to empower them to launch their enterprises in the creative market.

During the course, students will receive tuition in subjects covering the fundamentals of entrepreneurship, including:

- developing a business plan;
- budgeting & finance;
- marketing & PR;
- pitching & presentation;
- legal guidance;



“Entrepreneurship is not an innate skill but one that needs to be learnt and continuously developed... The Creative Entrepreneur scheme is a great way for any aspiring entrepreneur in the creative sector to kickstart this.”

Anthony Impey MBE, Founder of Optimity and judge for the Creative Entrepreneurs programme



The programme is delivered by leading experts from across the creative sector including:

- **Michelle Wright**, Founder and CEO of Cause4, awarded Best Female Entrepreneur at the NatWest Start Up Awards 2011;
- **Lucy George**, Mayor of Wordville, winner of UK PR Agency of the Year at the Innovation & Excellence Awards;
- **Frances Tipper**, owner and director of Spoken Word Limited.

Each is an expert in their field and brings invaluable experience to help your alumni to start their entrepreneurial journey.

To complement this training, alumni of the programme will return to discuss what they learnt through Creative Entrepreneurs, and how their enterprises have continued to develop since completing the programme.

Who is it for?

“I have been recommending the Creative Entrepreneurs course ever since I graduated, I think it has changed my thinking a lot and I cannot describe how much I learnt from it.”

Alex Dariescu, Alexandra Dariescu Productions

This course is for anyone wanting to set up or grow their own business in the performing arts, whether they are bringing a new idea or want to grow an enterprise that is already established. The scheme is open to performing arts across all disciplines, as well as individuals in the wider sector, such as producers, art marketers and technicians.

Our Alumni

Here is what some of our alumni have to say about what they gained from the Creative Entrepreneurs Programme.



'We learned so much in terms of practical business skills and developing our company identity. We left having a clear idea of our mission as well as how we were going to move things forward.'

- Timothy Allsop and Francesca Wilding, Directors, Turn of Phrase, (2014-2015)

'The scheme was invaluable to our development, providing us with training on all elements of business planning, and introducing us to other businesses that are just starting out.'

- Jenny Beer, Managing Director, Drum Works, (2013-2014)

'The programme helped us develop a business strategy that protected our core values. I realised that you don't have to compromise your art to make money, just refine it.'

- Gavin Roberts, Artistic Director, Song in the City, (2013-2014)

'Creative Entrepreneurs has certainly given me the skills, tools and confidence to make the orchestra work. Since starting the course our donations have increased ten-fold year-on-year.'

- Spencer Down, Founder and CEO of Docklands Sinfonia, (2014-2015)



Course Structure

We understand that every potential entrepreneur has different needs for training and support. As such, we have created core elements for this course, from which your alumni will be able to build a programme that will best support their objectives.

Residential

A one-week residential with a group of fellow entrepreneurs, this element includes:

- 1:1 training, support and advice sessions on a number of key topics including:
 - Fundraising and Income Diversification
 - Business Planning and Strategy
 - Marketing and Communications
 - PR for Startups
 - Finance and Budgeting
- Guest speakers from across the creative sector
- In depth workshops in finance, innovation, market research and business planning
- Training modules covering funding, marketing, PR and international enterprise
- A live pitching event allowing participants to pitch businesses to a panel and public audience



The residential includes all food for the week and is perfect for anybody who wants to delve into the skills required to manage a successful creative enterprise whilst developing a particular business plan. The week also allows entrepreneurs to come together and learn from each other, forging new relationships across

disciplines. For 2021, the residential, pending the ending of Covid restrictions, in September 2021. A venue will be confirmed shortly.

Expert Support

To build on your alumni's learning from the residential, the final element allows entrepreneurs to access up to 20 hours of bespoke support over a period of six months as they prepare their business for launch.

Delivered through a combination of 1:1 calls and meetings, feedback on key documents including business plans and budgets, and mentorship, this option is ideal for those seeking expert support as they start or grow their venture and put into practice knowledge gained through the residential.

As part of this, alumni will be provided with a personal 'mentor' from our expert panel of creatives.

E-Learning (available from 2022)

From 2022, we are launching a new 10-hour training course in creative entrepreneurship to which alumni will have free access. This is perfect for anybody who wants to refresh their understanding of the fundamentals of creative entrepreneurship. By taking part in 2021, your students will get free access to this course as soon as it is launched.

There is now an opportunity for a small number of Conservatoires to fund a reserved place on the Creative Entrepreneurs Programme's Residential Programme for 2021.

Course Fees

- E-Learning
- Residential

£1,750 +VAT

Benefits

Creative Entrepreneurs will give your ALUMNI the power to LAUNCH or GROW their business!

- Support one of your alumni to launch their own enterprise
- Increase their chances of succeeding in the creative sector after graduating
- A valuable opportunity to provide your alumni with the chance to receive specialist training that builds on what is already available in faculty
- Build a base of successful alumni that improves perception and rankings of your institution
- Association with the UK's leading programme focused on Creative Entrepreneurship
- Exposure to entrepreneurs through the programme
- Publicity – both on and offline – as a result of marketing of the programme
- Build prestige, create new partnerships and make new connections with other enterprising creatives